

On new page 11 following the claims, please insert the following:

TRANSFLECTIVE DISPLAY

Abstract of the Disclosure

A display unit for a portable electronic device includes a substantially transparent display layer having a front side for displaying information and a rear side, a color filter layer, a reflector, and a lighting system for illuminating the substantially transparent display from the rear side. The reflector is provided on a front side of the color filter layer facing a user, such that reflected light does not have to travel through the color filter layer. When the lighting system is switched on, the display unit operates in an emissive mode, and when the lighting system is switched off, the display unit operates in a reflective and/or transflective mode. The display unit thereby provides two modes of operation that combine peak performance of an emissive display with a transflective ability to be read without backlighting. In this way, a display is provided which has saturated colours and high luminance, and which is still possible to be read in strong sunlight.